

# DEADLINE CHECKLIST

Don't miss out on any International Home + Housewares Show marketing, promotion or public relations opportunities.

Service	Deadline	
Show Preview Media Event	December 1	
BuyerConnect/Lead Retrieval System	Limited Quantity	<b>FREE</b>
Trade Publication Advertising	Various	
Pantone ColorWatch Display	January 6	<b>FREE</b>
Specialty Retailer Program	January 22	<b>FREE</b>
Design Directions: Going Green	January 22	<b>FREE</b>
Sponsorships	February 1	
Buyer Invitation Postcards	February 1	<b>FREE</b>
PR Newswire Feature Package	Early February	
Design Defined	February 4	<b>FREE</b>
2009 Buyers List	February 15	<b>FREE</b>
New Product Showcases	February 15	
New Product Information for News Media	February 15	<b>FREE</b>
PR Newswire Online News Center	February 15	
New for the Home Signs	February 19	<b>FREE</b>
CNN Headline News	February 27	
Exhibitor Preview Literature Kiosk	February 27	
Special Event/Product Demonstration Form	March 5	<b>FREE</b>
Press Kits to the Show News Center	March 12	<b>FREE</b>
2009 Show Media Registration List	No Deadline	<b>FREE</b>

## International Home Housewares Show

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